

MARKETING SYSTEM OF BORO PADDY IN GREATER MYMENSINGH DISTRICT OF BANGLADESH

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ABSTRACT

The study was undertaken to examine the marketing system of Boro paddy/rice in Bangladesh. Primary data were collected from 14 farmers and 14 market intermediaries from Nakla and Muktagacha Upazilas of Sherpur and Mymensingh districts respectively during the month of June 2003. An attempt was made to look into the market participants, the marketing channel, the marketing cost, the marketing margin and the producer's share. Faria, Bepari, Aratdar, miller, wholesaler and retailer were involved in paddy/rice marketing and was formed a complex marketing channel in the study area. Total marketing cost of farmers for paddy was Tk. 3.29 per 40 kg. The total marketing costs incurred by Faria, Bepari, Aratdar, wholesaler and retailer was Tk. 9.05, Tk. 8.35, Tk. 6.20, Tk. 6.70 and Tk. 5.50 respectively for per 40 kg. Millers incurred the marketing cost of Tk. 33.85 for per 40 kg for buying paddy and selling rice. The average marketing cost for all intermediaries (except the miller due to the nature of marketing functions performed by them) was Tk. 7.16 for per 40 kg. The total marketing cost was the highest for miller (Tk. 33.85). The marketing margin of Faria, Bepari, Aratdar, miller, wholesaler and retailer were Tk. 15.00, Tk. 15.00, Tk. 12.00, Tk. 122.00, Tk. 25.00 and Tk. 20.00 respectively. The return over investment was the highest for miller which is 27.02 percent and lowest for Aratdar (2.07%). Price spread was Tk 70.72 for per 40 kg. It was also found that the producers' gross share and net share in retail price was 77.24% and 76.18% respectively. Marketing problems faced by the farmers and intermediaries were also identified.

Key Words : Boro paddy, Marketing channel, Cost and margin, Price spread, Producer's share